

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

a 521
A87F 3

Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2446

Feb. 2, 1990



SECRETARY OF AGRICULTURE CLAYTON YEUTTER told Washington, D.C., reporters USDA's 1991 proposed budget is austere and credible, but not draconian. Yeutter said USDA's outlays are fairly stable -- \$48.3 billion in 1989, \$48.2 billion in 1990 and \$48.7 in 1991. USDA's Budget Director Steve Dewhurst (right) and Deputy Secretary Jack Parnell (not shown) also answered reporters' questions at the news briefing. (USDA Photo by Perry Rech.)

EURO-YUPPIES -- Barbecue in Bonn? Tacos in Turin? Seltzer in Seville? Yes! Yuppie food trends have invaded Europe -- creating opportunities for U.S. food exporters. The target? Young, European urban professionals. "The appeal of American foods to Europe's yuppies varies from country to country," says Mark Condon, a USDA trade specialist. "In Milan, Italy's capital of fashion chic, the current rage is ethnic food, especially Tex-Mex." Condon can tell you what's hot; what's not. Contact: Mark Condon (202) 475-3417.

PHONE BOOK -- It's new, it's radioactive orange-colored and if you call USDA a lot, you may need it. What is it? It's USDA's Fall 1989 Telephone Directory. Need a copy? Call: Marci Hilt (202) 447-6445. Media only, please.

FmHA HOUSING MONEY TARGETED -- USDA is targeting federal rural housing funds to the 100 counties that need it the most, says Neal Sox Johnson, acting administrator of USDA's Farmers Home Administration. "We are starting a demonstration program to target an additional \$67 million to those counties," he says. The largest part of the funding -- \$40 million -- is earmarked for the agency's single family home ownership program. Contact: Joe O'Neill (202) 447-4323.

NEW DIRECTOR IN ILLINOIS -- Donald L. Uchtmann has been named associate dean of the College of Agriculture and director of the University of Illinois Cooperative Extension Service. Uchtmann, a professor of agricultural law, has been acting director since the retirement of William Oschwald in 1988.

WHEN YOU LOSE YOUR JOB -- Losing a job is a traumatic experience whether it means loss of your entire income or of a second income upon which your family's living standards have depended. You can survive the financial crisis if you plan carefully, says Suzann E. Knight, a family resource management specialist at the University of New Hampshire. Knight has a list of things to do to help you survive. Contact: Holly Y. Ayer (603) 862-1498.

AFLATOXIN THREAT SLIGHT -- A USDA scientist says the 1989 U.S. corn crop is likely to escape the high levels of aflatoxin contamination that hurt the 1988 crop. Weather conditions needed for unusually high aflatoxin levels generally were not present nationally last year, says USDA Microbiologist Donald T. Wicklow. Contact: Sandy Miller Hays (301) 344-4089.

WHEAT QUALITY -- The 1989 domestic wheat crop declined slightly in quality from the 1988 crop, a USDA study says. The report shows that, of the graded samples, 56 percent in the 1989 study were assigned the U.S. No. 1 grade, versus 64 percent in 1988. For a copy of the report, "1989 U.S. Wheat Crop Quality," call: Allen Atwood (202) 475-3367.

GREAT PLAINS WIND DAMAGE DOWN -- Wind erosion damage on U.S. cropland & rangeland in the Great Plains in November & December 1989 is down from near record-breaking highs in 1988, USDA says. "Drought and limited snow cover are the major reasons for the damage," says Wilson Scaling, chief of USDA's Soil Conservation Service. Texas had the greatest damage, accounting for a third of the total. Contact: Diana Morse (202) 447-4772.

FROM OUR RADIO SERVICE

AGRICULTURE USA 1704 -- On this edition, Dave Carter talks with farmers, economists, statisticians and Assistant Secretary of Agriculture for Economics Bruce Gardner about the importance of the annual Farm Costs & Returns Survey. Farmers, legislators, agribusinesses, educators and historians use the survey results. This program tells you why participating in this survey is so important. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1186 -- Proposed consumer spending at USDA; all mulch is not good mulch; how much mulch; lower calorie pizza; gardening can be therapeutic. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE NEWS & FEATURES #1693 -- USDA news highlights; FY 91 USDA budget proposals; the farm costs & returns survey; world rice trade; Far East & Middle East export regions. (Weekly reel of news features.)

NEWS FEATURE FIVE #1305 -- Bug trading; everglades threat; measuring starch; cotton is the 21st century; aflatoxin threat low. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Tues., Feb. 13, weekly weather & crop report; Wed., Feb. 14, ag income & finance outlook, horticultural exports; Thurs., Feb. 15, ag resources outlook, milk production report; Fri., Feb. 16, cattle on feed report.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE
Jan. 31, 1990

FEATURES -- Lynn Wyvill reports on 1989 tax tips for farmers & 1990 tax changes; Chris Larson on "how-to" conservation practices for farmers; Will Pemble on aflatoxin prevention; and Mike Thomas on a "test-tube" cow.

ACTUALITIES -- Excerpts from Sec. Yeutter's Jan. 29 Washington, D.C., budget briefing; Norton Strommen with a weather update; and USDA Economist Roger Hoskin and oil crops outlook.

AGRICULTURE UPDATE -- Kate Katras on the Soviet butter purchase and Wilson Scaling on conservation compliance.

UPCOMING FEATURES -- Farm costs & returns survey; snow survey; science student shortage; longer lasting roses & excerpts from Sec. Yeutter's Feb. 7 testimony on the farm bill before the Senate Ag Committee.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EST, Transponder 12D
SATURDAY 10:30-11:15 a.m., EST, Transponder 10D
MONDAY 8:30-9:15 a.m., EST, Transponder 12D
(Repeat of Saturday transmission)

OFFMIKE

SOIL...dryness will probably not hit the headlines until spring planting, predicts Warren Nelson (KFAB, Omaha, Neb.). He says there isn't enough moisture now to put a crop in the ground, and even a normal year's precipitation would not fill the soil profile. Warren says 80 percent of corn in his area is irrigated, but increasing costs associated with irrigation are eating profit margins.

MOISTURE...situation is OK, says Ron Powers (WOWO, Fort Wayne, Ind.), and if the outlook holds the region should be in good shape for planting. Station recently received an award from the Allen County Soil and Water Conservation District for outstanding support of soil and water conservation. Ron replaces Pam Geppert, who moved with her husband to South Dakota to operate the family farm.

NAFB...northeast regional meeting will be at the Quincy Holiday Inn, Quincy, Ill., May 11 - 13.

Farm Broadcasters Letter



Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

OFFICIAL BUSINESS
Penalty for Private Use \$300



SOUTHEAST...NAFB regional meeting to be May 31 - June 3 at the Ocean Creek Resort and Conference Center, Myrtle Beach, S.C.

MERGER...complete now, of the Agri-Business Network and the Rural Radio Network to form the Agri-America Network. Based in Indianapolis, it will serve 80 stations and brings together the talents of Gary Truitt, Lew Middleton and Dan Modlin.

CONGRATULATIONS...to Florida Agrinet, Ocala. Their media kit received a first-place award from the Florida Chapter of the National Agri-Marketing Association. Agstar Advertising produced the kit; they also captured a first-place for work with the Florida Nurserymen and Growers Association.

VIC POWELL
Chief, Radio & TV Division